

Message

From: Fielder, JP [/O=ExchangeLabs/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=REDACTED]
Sent: 28/09/2020 14:31:07
To: O'Keefe, Jamie [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=REDACTED] Haubein, Jennifer
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Subject: US Communications week ahead for 9/28/20

Hello all,

Tier 3 announcements guides much of the company's internal communications this week. It flows as follows:

- Wednesday – Bernard's email at 10a GMT, a Onebp webpage offering context on T3 leaders, and Geoff's note to C&A.
- Thursday – Geoff will lead Five Goes Live at 12p EDT
- Friday – Mary will also host a C&A Americas all hands meeting.

The US timeline for reinvent is [available here](#), including Tier 4+. Please connect with Melissa, Erin and/or Elyse if you have questions about 'reinvent bp' in the US – they're working with P&C on the communications plan.

Externally, our integrated **advocacy campaigns supporting TCI and RGGI continue through this week** and the IL op-ed promotion continues for another week. Next week we'll provide metrics from the multi-week advocacy blitz.

Thanks for joining Friday's team meeting to review progress against our Q3 priorities. **We will schedule a call soon to review our overall 2020 goals**; if you're leading a specific objective w/in these goals, please be prepared to update the team. ICYMI, here are resources shared during the call:

- [Time cover story](#) by Justin Worland about climate change
- [The Economist profile](#) of bp's strategy (published this weekend)
- [US-specific 'Reinvent bp' resources](#)
- [Concordia discussion](#) with Bernard and Justin Worland

Make it a great week,
JP

U.S. AREAS of FOCUS: INTERNAL

UPCOMING COMMS/EVENTS:

| | |
|----------------------------|--|
| Business update town halls | <ul style="list-style-type: none"> • 10/2 FS&M webcast • 10/2 US C&A All Hands |
| Reinvent activities | <ul style="list-style-type: none"> • 9/30 Tier 3 announcements <ul style="list-style-type: none"> ▪ Cherry Point (local communication coordinated w/ SVP Refining office) ▪ Customers & Products ▪ GoM ▪ Toledo • 9/30 GPTA town hall & tier 3 communication |
| Other events/activities | <ul style="list-style-type: none"> • 9/29 Cherry Point BPWIN Virtual networking social with LT • 9/28 Mobility & Convenience Americas #teachmethursday: Advance Microsoft Teams Overview • 9/28 Toledo RISE Update iPhone video - 24/7 Team • 9/30 Toledo: Des iPhone video follow up message from Amber visit • 10/1-2 Cherry Point joint MSRC Drill |
| Written comms | <ul style="list-style-type: none"> • 9/29 Weekly roundup newsletter • 10/1 In case you missed it Yammer • 10/2 GOA written update – Janet Kong |
| Executive comms | <ul style="list-style-type: none"> • 9/30 Tier 3 announcement from Bernard Looney |

EXTERNAL

Pending events (US)

- **10/31** Alaska Midstream business sale closes. Potential press release.

Policy campaigns & Activities

- **TCI: Coalition for a Better Business Environment**, a pro-TCI business coalition bp helped establish on 9/24 generated earned media, organic and paid social media, and print ads in state capital newspapers in RI, CT, MA, NY, NJ, DE, MD and VA. Members include Ford and Shell, among others.
 - [Politico](#) covered the announcement
 - bp's C&A team engaged >110 elected officials and policymakers
- **Illinois – comprehensive climate policy legislation**
 - paid social and digital promoting Lawler's op-ed continues this week.
 - Graves is reaching out to third party advocates, including Chicago Urban League, for support in amplifying the op-ed.

Redacted - First Amendment

- *Complete metrics on the TCI/RGGI advocacy campaigns available after completion of the amplification efforts (early Oct)*

US social media highlights and insights:

- **bp.com/US metrics:** This past week, bp saw 2,897 total mentions on social media for an estimated total potential reach of 23.3 million.
- This was a drop of 35% from the prior week, which saw spikes around the Energy Outlook and bp week
- **Bp advocacy page:** bp.com/USadvocacy generated 459 pageviews and a 5:02 average pageview
- 272% increase over the 1:51 average pageview time for the entire bp.com/us website
- **Energy Outlook at CSIS:** CSIS hosted Spencer virtually on 9/21
- 320 concurrent views, about double what CSIS Energy usually gets for streaming events.
- 687 total registrants, the highest of 2020 for CSIS Energy
- **TCI /RGGI on Twitter:** 1,918 mentions Twitter mentions of TCI and RGGI over 7 days.

WHEREABOUTS:

- Lisa Pirtle – OOO 9/25-28
- Erin Hupp – OOO 10/1-2

ACKNOWLEDGEMENTS

- Congratulations to **Laura Tigges** on her six-year anniversary at bp!
- A big thank you to **Matthew Cobb** and **Lisa Pirtle** on their long hours and quick support on creating the new US advocacy web page. This webpage will serve as the digital hub for the TCI and RGGI campaigns that launched this week.
- Great work by the team who helped expand two east coast advocacy campaigns this past week, TCI and RGGI. These campaigns include print ads, webpage hub, paid and organic social media, paid search and earned media focused on the east coast. Also, the team worked to include Illinois legislation messaging and develop an op-ed expressing bp's position. Thanks to **Mark Borowski, Bill Rivers, Jennifer Haubein, Lisa Pirtle, Matt Cobb, Maria Amezaga, Bob Miner, Jason Ryan, Marika Michaels, Dave Welch** and many others.

PROFESSIONAL DEVELOPMENT

- During Friday's team call, Austin shared the following quote from US Paralympian Melissa Stockwell's book, *The Power of Choice: My Journey from Wounded Warrior to World Champion*.
"We all have that power — to make our lives what we want them to be, and to feel like the luckiest people alive. We have the power to choose to embrace change instead of resisting it. We have the power to find motivation in our adversity. We can adapt and thrive in life. We have the power to take charge of our destiny's, however difficult it might seem, and to live our lives in ways that make the stories we want to share with and inspire the world." — Melissa Stockwell.
- 60 Minutes on climate change: this weekend 60 Minutes included a fascinating interview w legendary wildlife filmmaker Sir David Attenborough looking at why urgent action on climate change is crucial and why we need to save nature in order to save ourselves. The interview previews, "A Life On Our Planet," Attenborough's documentary that premieres on Netflix next week.

PAID ADVERTISING FOR THE WEEK BEGINNING – Sept. 28

US National Support:

Search— Always on approach/Keywords tailored to bp ambition

- Google
- Bing

East Coast Carbon Pricing Support:

Search— RGGI & TCI Coalition Support in Targeted DMAs: NJ, MA, CT, RI, NY, MD, VA, DE, PA

- Google

Social— TCI Op-ed in RI, RGGI & TCI Coalition Support in Targeted DMAs: NJ, MA, CT, RI, NY, MD, VA, DE, PA

- Facebook
- LinkedIn

Illinois Op-Ed Support:

Newsletter/Blog--- Capitol Fax

Social—

- Facebook
- LinkedIn

J.P. Fielder
Head of U.S. Communications, communications & advocacy
bp America Inc.

*Reimagining
energy*